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British Columbia renovation
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BRITISH COLUMBIA RENOVATION MARKETS

CMHC Market Analysis Centre

1994

\$11.50

Renovation market to stay buoyant in 1994

British Columbia's renovation market can look forward to another active year in 1994, continuing the upswing that has been evident since the beginning of the 1990s.

Total spending on home renovations and repairs is expected to reach \$2.3 billion in B.C. during 1994, an increase of 4.5 per cent over 1993. Spending on new home construction will also go up, rising by almost 4 per cent to \$4.9 billion.

The positive outlook for renovators mainly reflects a busy housing market, with both resale and new construction markets performing well. Sales of existing homes peaked at around 93,600 in 1992 and, despite a minor setback in 1993, should be strong in 1994. New home construction, having set a record high of 43,100 starts in 1993, is expected to keep booming in the new year. Such activity tends to boost renovation, as homeowners rush to improve their new purchases or prepare a home for resale.

The health of the housing market is due to high immigration levels and solid

economic expansion fuelled by demand for the province's exports.

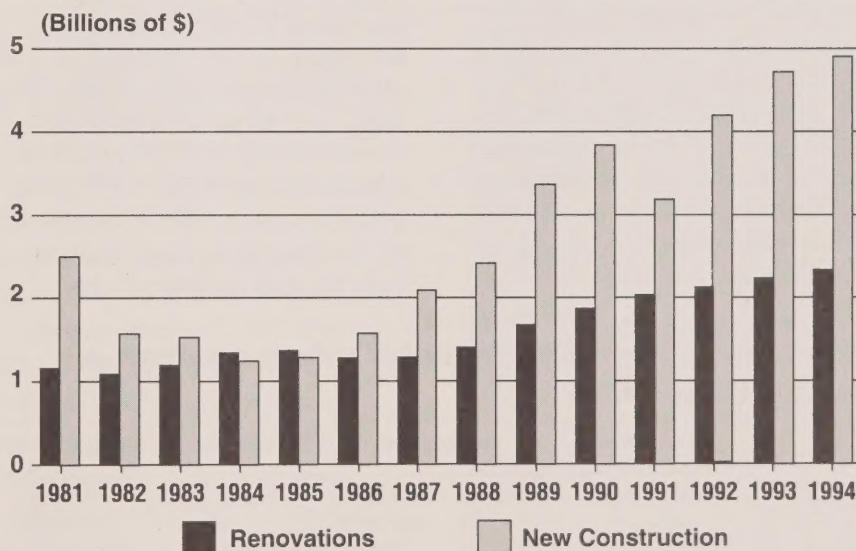
Another boon to renovators has been the high price of houses. Higher prices spur homeowners and rental property owners to spend more on renovations since they can look forward to recouping their investments.

The years 1992 and 1993 saw prices jump due to strong housing demand combined with a shortage of serviced lots. New

home prices rose nearly 10 per cent per year during those two years, while the price of existing homes rose almost 13 per cent per year.

Unlike other regions of the country, B.C. has seen a steady rise in home renovation spending since the beginning of the 1990s. Spending totals rose 8.4 per cent in 1991, 4.6 per cent in 1992 and are expected to be up 5.1 per cent in 1993. In 1994, BC will record the largest increase in renovation spending for the whole country. ■

Renovation will be a \$2.3 billion market in 1994



Source: Statistics Canada; 1993-94 CMHC forecast.



Homeowner renovation

1991 survey results

B.C. spends more

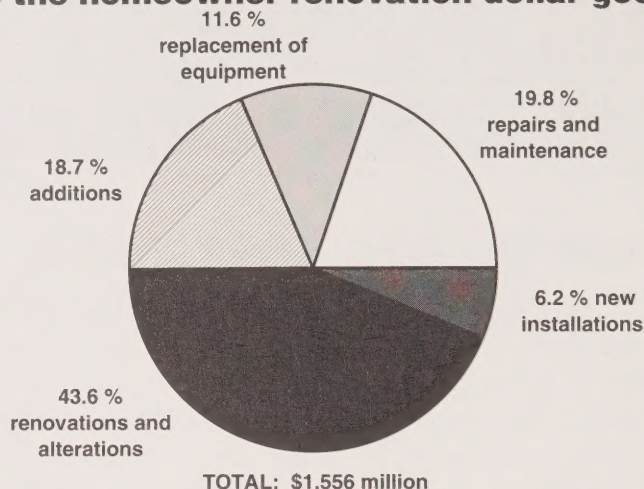
British Columbia homeowners spent almost 10 per cent more on renovations in 1991 than in 1990, making the province the only one in Canada to record an increase for the year. The evidence comes from results of a survey conducted for 1991 the most recent year for which detailed data are available. The survey shows that homeowners in B.C. spent \$1.56 billion in 1991 — for home renovations and repairs, a jump of 9.6 per cent over the previous year.

The total renovation bill was \$2.04 billion, with homeowners paying a little more than 75 per cent of this amount and rental property owners accounting for the rest.

The 569,000 homeowners who undertook renovation projects in 1991 represented 67.8 per cent of B.C.'s total homeowner population. This percentage was down significantly from 1990 when 72.5 per cent reported some spending. But this decline did not effect spending totals much since the province's homeowner population had increased. What's more, the average amount spent on renovations rose by 11.5 per cent, to \$2,736 for those who reported some spending.

Homeowner repairs and renovations fall into five major

Where the homeowner renovation dollar goes



Source: Statistics Canada.

categories as shown in the pie chart on this page. (See Information Sources, Page 5, for detailed descriptions of each category).

The largest category, projects involving renovations and alterations, totalled \$679 million in 1991. A full 20.7 per cent of homeowners were involved in such projects and spent an average amount of \$3,909. This category accounted for 43.6 per cent of total renovation spending and saw a big jump — a 48 per cent increase — over spending in 1990. In fact, the whole renovation market's strong performance in 1991 is largely due to spending in this area, particularly for interior renovations.

Homeowners no doubt undertook larger projects, because they were encouraged by the health of the resale market and the steady rise in property values.

The second largest category, repairs and maintenance, represented a market of \$197 million or 19.8 per cent of total renovation spending. More than half of all homeowners — 53.2 per cent — spent money in this area, spending on average \$692. This was 4.3 per cent less, however, than they'd spent in 1990.

Structural additions comprise the third largest category with a market of \$291 million or 18.7 per cent of the total amount spent. This category too saw a spending reduction of 18.9 per cent over the previous year.

The remaining two categories are replacement of equipment (down nearly 6 per cent to \$181 million in 1991) and new installations (up 9 per cent to \$96 million). They accounted respectively for 11.6 per cent and 6.2 per cent of total spending. ■

Renovation spending in major urban centres — British Columbia

	Homeowner households Estimated number	Expenditure		Households reporting spending	
		Aggregate Millions (\$)	Per cent on contract	Percentage (%)	Average spent (\$)
TOTAL	839,250	1,556	68	68	2,736
Vancouver	393,213	776	82	62	3,202
Victoria	71,534	127	71	71	2,492
Rest of province	374,503	653	51	74	2,371

Contract and materials

In 1991, B.C. had the second highest rate of renovation spending for contract work in Canada, with 68 per cent of its renovation dollars going into contracts. Only Ontario had a higher proportion at 71 per cent.

The high volume of contract work suggests that the province's renovation markets were able to withstand the impact of both the recession and the introduction of the GST. Contract work encompasses labour-plus-materials or labour only. When homeowners purchase materials only it is usually for do-it-yourself jobs and indicates a desire to save money in the face of economic pressures. Higher spending on contract work indicates a more confident consumer.

A breakdown of renovations into its five major components shows that contract spending varied according to the type of work. For both replacement of equipment and alterations and renovation, contract work represented more than 70 per

cent of the business volume. Repair work was third at 65 per cent followed by additions and new installations, both at 59 per cent.

More contract work and higher spending in Vancouver

Although Vancouver homeowners renovate less often than their counterparts in the rest of the province, Vancouverites tend to spend more per job and more on contract work. These trends are indicated by the 1991 homeowner survey which included data on three areas: Vancouver, Victoria and the rest of the province.

The survey estimated that, in 1991, Vancouver was home to almost half of all B.C.'s households. It had 393,213 homeowners, or 47 per cent of the provincial total. The city's renovation market that year was \$776 million, again, close to half the provincial total.

The survey also showed that the spending habits of Vancouverites were different from those of other B.C. homeowners. Only 62 per cent of them spent on repairs and renovations compared with more than 70 per cent of other residents. Vancouverites, however, spent more on average — \$3,200 compared to less than \$2,500 for homeowners in other parts of the province.

Most spending by Vancouver homeowners — a full 82 per cent — was on contract work. By contrast, the share of contract work was 71 per cent in Victoria and 51 per cent in the rest of the province. This indicates the

greater importance of do-it-yourself work outside the bigger urban centres.

The Victoria renovation market is the second largest in the province. In 1991, it had 71,534 homeowners and a spending total of \$127 million. Seventy-one per cent of Victoria homeowners spent on renovations; the average amount was \$2,492. ■

In addition to the **Renovation Markets** series, CMHC's Market Analysis Centre produces the following publications:

- Canadian Housing Markets Quarterly, \$44 per year. (Catalogue No. NH12-7E)
- Mortgage Market Trends Quarterly, \$44 per year. (Catalogue No. NH12-8E)
- National Housing Outlook Quarterly, \$66 per year. (Catalogue No. NH12-9E)

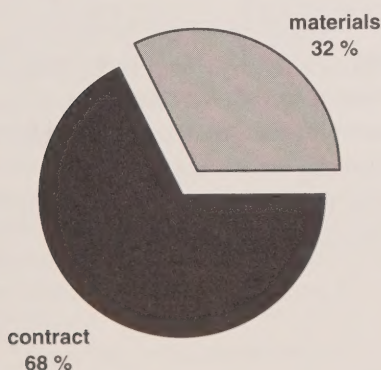
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Market Analysis Centre housing market analysts and economists also publish a wide range of publications that report on local housing markets across Canada. These include:

- Resale Market Forecast
- Housing Forecast
- Residential Construction Forecast
- Local Housing Market Report

These publications are available on a complimentary basis; contact the market analyst in your local CMHC office, listed in the white pages of your telephone book.

Contract work receives 68 per cent of the renovation dollar



Source: Statistics Canada

Major homeowner repair and renovation jobs

Homeowner renovation projects are further broken down into 21 job categories ranked by the total amount of business they generate (See table on page 5: Ranking by job category). Survey information for each category produced sales totals, percentage of households spending money in these areas and average household spending figures.

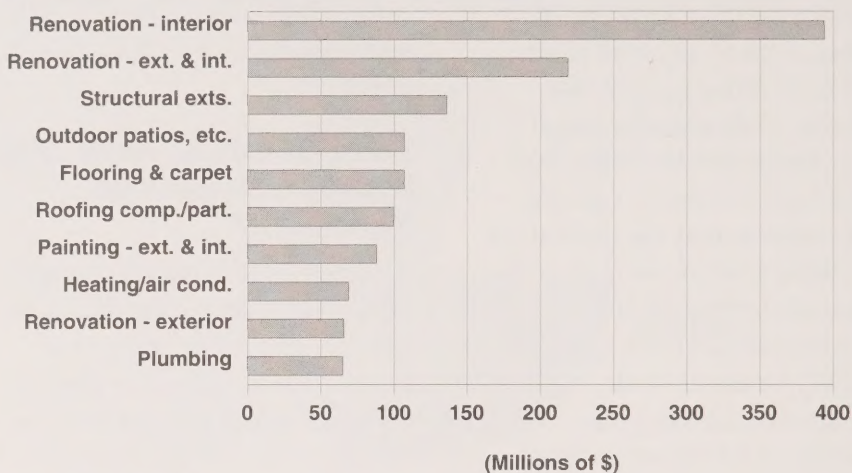
The 21 job categories are ranked by volume of business into three general markets: \$200 million or more (large), \$100 million to \$200 million (mid-size) and under \$100 million (small).

Top two job categories worth over \$200 million each

Spending in two categories — interior renovation and renovation with inside and outside elements — soared about 50 per cent during 1991. It was the biggest spending jump for those two job categories in all of Canada. The total bill for interior renovation (jobs including remodeling bathrooms and kitchens) reached \$394. This was largely due to the higher average amount spent, since the number of homeowners spending was up only marginally.

The total for renovation with both exterior and interior elements (such as installing a fireplace and chimney) came to \$219 million. This kind of job attracted the highest average expenditure, but the 1991 increase is mainly due to more homeowners undertaking such projects.

Top ten renovation jobs in 1991



Source: Statistics Canada, 1991 Homeowner Repair and Renovation Survey.

Mid-size job categories (\$100 million to \$200 million) shrinks

The next four markets all posted declines in 1991, with both the percentage of households spending and average amounts spent slipping downwards. Average spending for each category was about \$1000, except for structural extensions where it exceeded \$2,500; these averages were lower than in 1990 by 6 to 20 per cent. The proportion of households spending ranged from between 6 and 13 per cent, again a decline since 1990.

Smaller job categories (under \$100 million): lower spending, fewer customers

The remaining 15 job categories are often narrowly defined and attract fewer customers and lower spending amounts.

Spending on exterior renovation, however, was relatively high with average amounts of slightly more than \$1,400 and a total of \$66 million. The percentage of homeowners spending in this area was low, as is usually the case in British Columbia compared to other regions. A younger housing stock and milder climate, at least in the southern part of the province, probably account for the difference. On average homeowners also spent large sums on garages and carports, but only 1 per cent of them undertook such work.

A few job categories attract many customers but the average amounts spent are small. Examples include painting and plumbing work, reported respectively by one homeowner in three and one in six. ■

Ranking: by job category

Rank	Aggregate expenditure Millions (\$)	Homeowner households reporting spending Percentage (%)*	Average spent (\$)
OVER \$200 MILLION			
1 Renovation — interior only	394	2.8	3,675
2 Renovation — both exterior and interior	219	4.8	5,493
\$100 MILLION — \$200 MILLION			
3 Structural extensions	136	6.2	2,605
4 Outdoor patios, fences, driveways and inground swimming pools**	107	13.2	966
5 Hard surface flooring and carpeting**	107	9.2	1,390
6 Roofing complete & partial**	100	8.5	1,395
UNDER \$100 MILLION			
7 Painting — interior and exterior	88	36.9	283
8 Heating and air conditioning**	69	11.0	744
9 Renovation — exterior only	66	5.5	1,429
10 Plumbing**	65	17.7	438
11 Landscaping	45	7.5	721
12 Built-in appliances**	26	3.5	885
13 Electrical systems**	25	10.3	294
14 Garages and carports	25	1.0	2,930
15 Other interior walls and ceilings	24	7.7	367
16 Wallpapering	15	11.8	152
17 Other new installations and replacement**	13	2.9	534
18 Other repairs and maintenance	11	1.5	864
19 Carpentry (including wooden floors)	10	2.3	516
20 Exterior walls	8	4.9	206
21 Caulking and weather stripping	2	5.4	51

* In 1991, there were 839,254 homeowner households

** Indicates aggregate categories

Sources: Statistics Canada, CMHC.

INFORMATION SOURCES and DEFINITIONS

Information for this report originates mainly from various publications produced by Statistics Canada and special tabulations requested by CMHC.

In addition to the Housing Repair and Renovation Survey described below, the data sources include construction statistics, building permits, wholesaler sales and national income and expenditure accounts.

The Housing Repair and Renovation Survey provides detailed information on the spending characteristics of homeowners. The latest survey available, conducted in the spring of 1992, asked 25,000 homeowners about their renovation spending in 1991. The main results of this survey are published in Homeowner Repair and Renovation Expenditure in Canada — 1991 (Catalogue No. 62-201).

The survey asks homeowners about their spending on contract or materials for renovation for the

previous year. It identifies specific types of repair and renovation activities which are grouped under five major headings: renovations and alterations; structural additions; repairs and maintenance; replacement of equipment; and new installations.

Repairs and Maintenance:

Expenditures made on an existing structure or piece of equipment to keep it in good working condition and appearance so as to maintain it in "as new" a condition as possible.

Replacement of Equipment:

Installation of equipment that replaces an existing unit. Includes upgrading to a superior quality of equipment and conversion from one type of unit to another (such as replacing an electric hot water heater with a gas fuelled unit).

Additions:

Structural extensions or additions to the property (such as rooms, decks, garages, carports, garden sheds etc.), inground swimming pools, fences, patios, driveways, and major landscaping.

Renovations and Alterations:

Work done that was intended to upgrade the property, rearrange the interior space, modernize existing facilities. Includes jobs such as remodelling rooms, adding or replacing doors and windows, renovating exterior walls, upgrading insulation and adding eavestroughing.

New Installations:

The installation of equipment that did not previously exist on the property, or that was installed in addition to the equipment on the property.

Homeowners aged 35 to 54 are major clients

The Homeowner Repair and Renovation Survey shows that homeowners aged 35 to 54 form the largest single group of clients for the renovation market and are the biggest spenders.

In 1991, people between these ages accounted for 46.6 per cent of British Columbia's total homeowner population of nearly 840,000. This group spent more often than other homeowners, constituting 49.8 per cent of those who reported some renovation spending. And when they spent, it was usually bigger amounts. As a result they accounted for 53.5 per cent of total spending and for 56.8 per cent of the volume of contract work.

This age group is expected to grow quickly during the 1990s. Over the decade the number of households headed by individuals aged 35 to 54 years of age will increase by nearly 31 per cent. The 45 to 54 subgroup will swell by nearly 55 per cent, while the 35 to 44 will increase by 14 per cent.

Core renovation customers

Projected renovation spending

	35-54	All
Per cent of homeowners with spending	72.3%	67.8%
Average spending	\$2,944	\$2,736
Expected per cent change in households from 1991-2001	30.9%	22.1%

Sources: Statistics Canada and CMHC.

Core renovation customers

Household heads aged 35 to 54:

	Total	35-54	Share of total spending 35-54
Number of households			
total	839,254	391,273	46.6%
with expenditures	568,719	282,947	49.8%
Total spending (millions \$)	\$1,556	\$833	53.5%
... on contract	\$1,054	\$548	52.0%
... on materials	\$502	\$285	56.8%
By type:			
Repairs and maintenance	\$309	\$168	54.4%
Replacement of equipment	\$181	\$92	50.8%
Additions	\$291	\$184	63.2%
Renovations and alteration	\$679	\$333	49.0%
New installation	\$96	\$55	57.3%

Sources: Statistics Canada and CMHC.

Meanwhile, the total household population in B.C. is expected to grow by 22 per cent.

A generation of bigger, more frequent spenders

Homeowners aged 35 to 54 tend to get involved in home repair and renovation work more often than other homeowners. While 67.8 per cent of the general homeowner population undertook renovations in 1991, the percentage

was 72.3 per cent for the 35 to 54 age group. They undertook both more do-it-yourself jobs and purchased more contract work. Subsequently, 61.7 per cent reported material purchases compared to 53.8 per cent for all homeowners; and 39.9 per cent reported contract work, compared to 37.7 per cent for homeowners in general.

The average that these homeowners spent was slightly higher than that of homeowners in general — \$2,944 compared to \$2,736. Average spending on materials was: \$1,181 for the 35 to 54 year olds, \$1,111 for all homeowners in general. Spending on contract work totaled \$3,509 for the 35 to 54 age group, and \$3,333 for all homeowners.

Homeowner profiles . . .

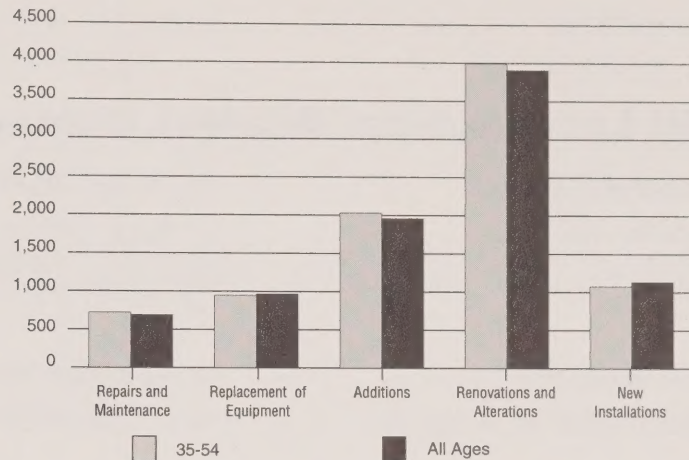
The 35 to 54 age group spends more

This chart shows average spending for homeowners who report some spending under each of the five major types of home renovations and repairs. In three of the five categories, the 35 to 54 year-olds tended to spend more than the overall homeowner population.

The categories are: repairs and maintenance, structural additions, and renovations and alterations. While the 35 to 54 year olds spent less than the population at large for replacement of equipment, generally, the spending gap between them and all homeowners was not wide.

Spending per category

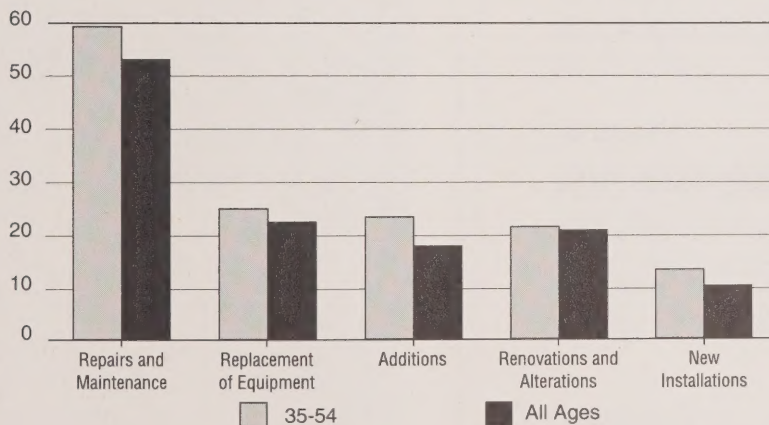
\$ average spending



Sources: Statistics Canada and CMHC.

Spending per category

% of households spending



Sources: Statistics Canada and CMHC.

. . . and more often

This chart shows the proportion of homeowners who reported some spending in each of the five major types of home renovations and repairs. In the case of all five types, the 35 to 54 year-olds tended to get involved more often than homeowners in general. The most significant difference was in repair work — 59.4 per cent of core group homeowners got involved compared to 53.2 per cent of all homeowners. ■

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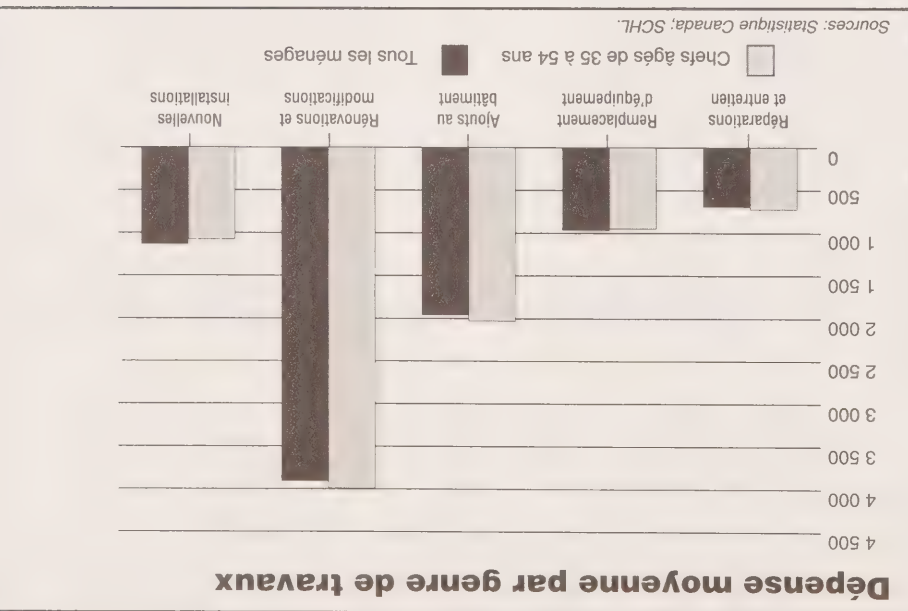
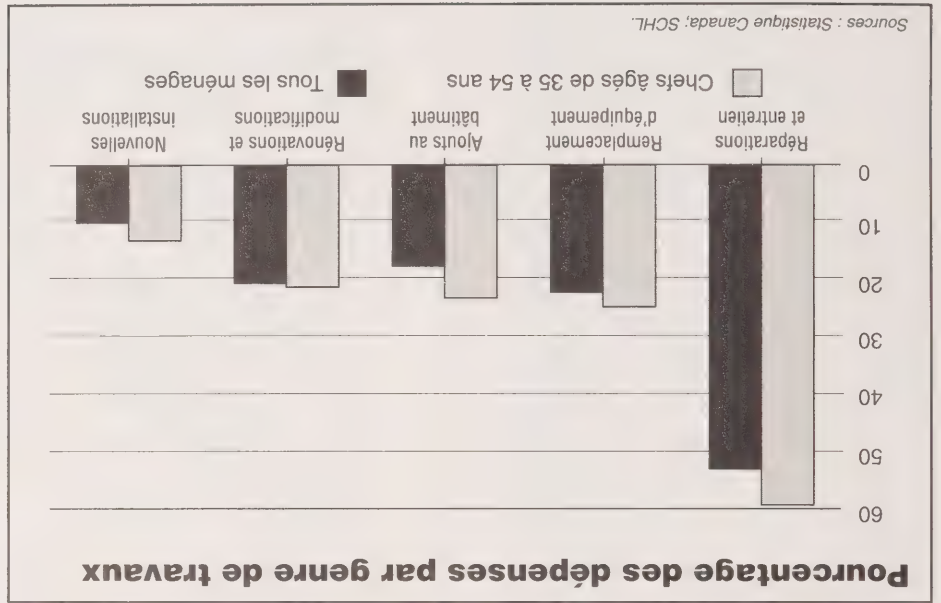
(suite de la page 2)
baisse de près de 6 p. 100 pour s'établir à 181 millions \$ en 1991) et les nouvelles installations (en hausse de 9 p. 100 pour s'établir à 96 millions \$). Ces deux catégories comptent respectivement pour 11,6 p. 100 et 6,2 p. 100 du total des dépenses. ■



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Le groupe des 35 à 54 ans dépense . . . davantage . . .

Ce diagramme indique les dépenses moyennes encourues par les ménages propriétaires dans chacun des cinq grands travaux de rénovation et de réparation. Par rapport aux autres propriétaires, les chefs de ménage âgés de 35 à 54 ans ont tendance à engager les dépenses les plus fortes dans trois des cinq marchés: réparations et entretien, ajouts au bâtiment et rénovations et modifications. Bien que la fréquence des dépenses des 35 à 54 ans soit moins élevée que chez les autres propriétaires pour le remplacement d'équipement dans l'ensemble, la dépense moyenne de ce groupe et celle de l'ensemble des propriétaires occupants n'est pas tellement différente.



... Et le plus souvent

Ce diagramme vous donne la proportion de ménages propriétaires ayant déclaré une dépense dans chacun des cinq principaux types de travaux de rénovation et de réparation. Par rapport aux autres propriétaires, les chefs de ménage âgés de 35 à 54 ans ont tendance à s'impliquer plus souvent dans ces cinq grandes catégories de rénovation. Mais on relève la différence la plus significative dans le secteur des travaux de réparation où 59,4 p. 100 des 35 à 54 ans ont déclaré une dépense, contre 53,2 p. 100 chez les autres ménages. ■

Profil des ménages propriétaires . . .

Le groupe d'âge des 35 à 54 ans dépense le plus

Selon les résultats de l'Enquête sur la réparation et la

renovation du logement, les chefs de ménage âgés de 35 à 54 ans

forment la clientèle privilégiée du marché de la rénovation et ce sont

eux qui dépensent le plus.

En 1991, ce groupe d'âge constitue 46,6 p. 100 des 840 000

ménages propriétaires de la Colombie-Britannique. Ces

propriétaires-occupants comptent pour 49,8 p. 100 de la fréquence

des dépenses en travaux de rénovation. En outre, la dépense

élevée. Par conséquent, ce groupe est responsable de 53,5 p. 100 de la

dépense totale et de 56,8 p. 100 du volume de contrats.

Les années 1990 sont riches de promesses pour les entreprises de

rénovation en Colombie-Britannique car les ménages dont

le chef est âgé entre 35 et 54 ans connaîtront une croissance rapide

de 31 p. 100 au cours de cette

décennie. Le sous-groupe des 45 à 54 ans bondira de près de

55 p. 100, alors que celui des 35 à 44 ans augmentera de

14 p. 100.

Entre-temps, la population totale des ménages propriétaires en

Les clients qui dépensent le plus en rénovation

Les chefs de ménage âgés de 35 à 54 ans

Part dans la dépense du groupe âgé de 35-54 ans	Total	35-54	
46,6 %	391 273	282 947	49,8 %
53,5 %	833 \$	1 054 \$	548 \$
52,0 %	548 \$	502 \$	285 \$
56,8 %	502 \$	309 \$	181 \$
54,4 %	168 \$	92 \$	184 \$
50,8 %	92 \$	291 \$	679 \$
63,2 %	184 \$	96 \$	55 \$
49,0 %	333 \$		
57,3 %	55 \$		

Sources : Statistique Canada; SCHL.

Une génération de consommateurs qui dépense davantage et plus souvent

Colombie-Britannique devrait s'accroître de 22 p. 100. Les chefs de ménage âgés de 35 à 54 ans ont tendance à réparer et à rénover leur maison plus souvent que les autres propriétaires-occupants. La fréquence des dépenses dans ce groupe est de 72,3 p. 100, contre 67,8 p. 100 chez les autres propriétaires. Le volume de contrats et la fréquence

Dépense projetée en rénovation par les clients qui dépensent le plus

Tous les ménages	35-54	
Pourcentage des ménages ayant déclaré une dépense	72,3 %	67,8 %
Dépense moyenne	2 944 \$	2 736 \$
Variation prévue en pourcentage du nombre de ménages de 1991 à 2001	30,9 %	22,1 %

Sources : Statistique Canada; SCHL.

absorbent une dépense moyenne de 3 509 \$ dans ce groupe privilégié et 3 333 \$ dans les autres groupes d'âge.

Classement par catégorie de travaux

Rang
Dépenses globales
(en millions \$)
Ménages propriétaires ayant déclaré une dépense
Pourcentage (%)
Moyenne des dépenses (\$)

PLUS DE 200 MILLIONS \$

1 Rénovation — int. seulement
2 Rénovation — ext. et int.

DE 100 MILLIONS À 200 MILLIONS \$

3 Ajouts au bâtiment
4 Patis, clôtures et entrées pour voiture et piscines creusées**
5 Couverture de sol rigide et moquette**
6 Remplacement complet ou partiel de la toiture**

MOINS DE 100 MILLIONS \$

7 Peinture — int. et ext.
8 Chauffage et climatisation**
9 Rénovation — ext. seulement
10 Plomberie**
11 Aménagement paysager
12 Appareils encastrés**
13 Systèmes d'électricité**
14 Garages et abris de voiture
15 Autres murs intérieurs et plafonds
16 Papier peint
17 Autres nouvelles installations et remplacement**
18 Autres réparations et entretien
19 Menuiserie (y compris parquet de bois)
20 Murs extérieurs
21 Chauffage et pose de coupe-froid

* En 1991, il y avait 839 254 ménages propriétaires.
** Les catégories sont regroupées.

Sources : Statistique Canada; SCHL.

SOURCES D'INFORMATION ET DÉFINITIONS

Les renseignements fournis dans ce rapport sont puîsés surtout dans les nombreuses publications de Statistique Canada et dans certaines tabulations spéciales que la SCHL a demandées. En plus de l'enquête sur la réparation et la rénovation des logements décrite ci-après, les auteurs se sont inspirés des statistiques sur la construction, des données sur les permis de bâtir et sur les ventes des commerces de gros ainsi que des Comptes nationaux des revenus et dépenses.

L'enquête sur la réparation et la rénovation des logements fournit des renseignements détaillés sur les caractéristiques de dépenses observées chez les propriétaires. L'enquête la plus récente remonte au printemps de 1992. Elle a permis d'interroger près de 25 000 propriétaires sur les sommes qu'ils ont dépensées pour rénover leur maison en 1991. Les principaux résultats de cette enquête sont publiés dans les «Dépenses sur les réparations et rénovations effectuées par les propriétaires de logement au Canada-1991» (No de catalogue: 62-201).

L'enquête a permis d'interroger ces propriétaires sur les dépenses qu'ils ont effectuées pour engager des services à contrat et obtenir des matériaux de rénovation au cours de l'année précédente. Elle identifie certains types de travaux précis de réparation et de rénovation, regroupés en cinq grandes catégories: la rénovation et les modifications; les ajouts à la propriété; les réparations et l'entretien; le remplacement des équipements et les nouvelles installations.

Réparations et entretien : Dépenses affectées à une structure ou une unité existante afin de la garder en bon état de marche ou à en préserver l'apparence, afin de la conserver à l'état neuf dans toute la mesure du possible.

Remplacement d'équipement : Installation d'équipement qui remplace une unité existante. Cela comprend le remplacement de l'équipement existant par du matériel de qualité supérieure et la conversion d'un type d'appareil à un autre, par exemple, le remplacement d'un

chauffe-eau électrique par une unité alimentée au gaz.

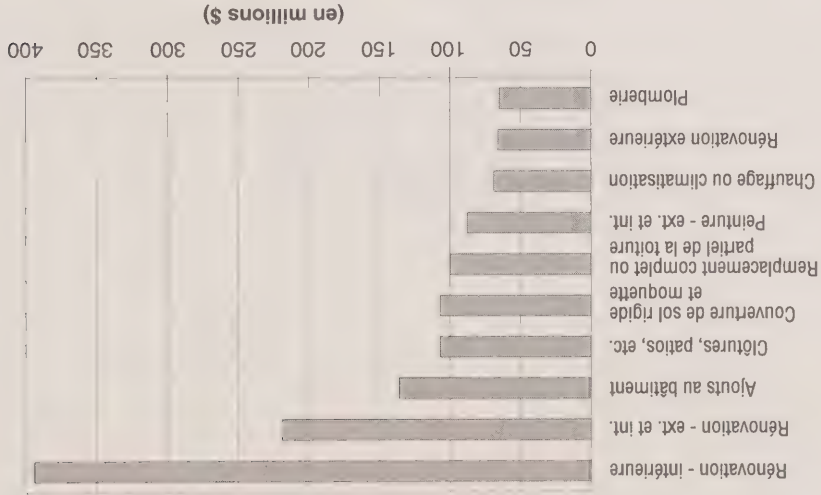
Ajouts : Travaux réalisés pour agrandir le logement ou ajouter à la propriété (comme l'ajout d'une pièce, d'une terrasse-solarium, d'un garage, d'un abri de voiture, d'une remise, etc.), ajout d'une piscine creusée, d'une clôture, d'un patio ou d'une entrée pour voiture et des travaux majeurs d'aménagement paysager.

Rénovations et modifications : Travaux dans le but d'améliorer la propriété, de réaménager l'espace intérieur ou de moderniser les installations. Cela comprend des travaux comme le réaménagement des pièces, l'addition ou le remplacement de portes et fenêtres, la rénovation des murs extérieurs, l'ajout de matériaux isolants et la pose de nouvelles gouttières.

Nouvelles installations : L'installation d'une pièce d'équipement qui n'existait pas sur la propriété auparavant ou qui a été ajoutée au matériel déjà en place.

Travaux majeurs de réparation et de rénovation

Les dix principaux marchés de la rénovation en 1991



Source : Statistique Canada, Enquête sur la réparation et la rénovation du logement — 1991.

Les travaux de rénovation chez les ménages propriétaires sont

regroupés en 21 types de travaux majeurs classés selon le chiffre d'affaires (voir le tableau de la page 5: Classement par catégorie de travaux). Les résultats de l'enquête vous donnent les dépenses globales, le pourcentage des ménages propriétaires ayant déclaré une dépense et la moyenne des dépenses exprimée en dollars.

Les 21 types de travaux majeurs sont regroupés de nouveau en trois marchés selon le chiffre d'affaires. Ainsi, un chiffre d'affaires de 200 millions \$ ou plus constitue un gros marché, un chiffre d'affaires de 100 à 200 millions \$ représente un marché de taille moyenne et un chiffre d'affaires de 100 millions \$ ou moins constitue un marché de petite taille.

Les deux principaux marchés de plus de 200 millions \$ chacun

Les dépenses de la rénovation intérieure et de la rénovation ayant des composantes extérieures et intérieures ont presque doublé en 1991. Il s'agit de la plus forte augmentation des dépenses dans ces deux grandes catégories pour l'ensemble du Canada. La facture totale de rénovation intérieure incluant le remodelage de la cuisine et de la salle de bains a atteint 394 millions \$. La moyenne des dépenses y est donc plus élevée puisque le nombre de propriétaires-occupants ayant déclaré une dépense pour ces travaux a à peine augmenté.

Le total de la rénovation ayant des composantes extérieures et intérieures comme l'installation d'un foyer et d'une cheminée constitue un marché de 219 millions \$. Si le montant moyen par ménage est le plus élevé de la province, c'est surtout parce que cette dépense a été encourue par un plus grand nombre de ménages en 1991.

Diminution des dépenses dans les marchés de taille moyenne de 100 à 200 millions \$

Dans les quatre autres marchés, la fréquence des dépenses et la dépense moyenne ont toutes deux accusé une baisse en 1991. Dans chaque catégorie de travaux, la dépense moyenne est de 1 000 \$ sauf pour les ajouts au bâtiment où la moyenne dépasse les 2 500 \$. Ces moyennes ont reculé de 6 à 20 p. 100 par rapport à 1990. La proportion des ménages ayant déclaré une dépense oscille entre 6 et 13 p. 100, soit un recul par rapport à 1990.

Les marchés de petite taille de moins de 100 millions \$: dépenses moins élevées et clientèle plus rare

Les quinze types de travaux restants englobent des projets dont la définition est plus précise. Ils sont caractérisés par une faible fréquence, par des dépenses moyennes faibles, ou par les deux à la fois.

Ainsi, on retrouve dans ce groupe la rénovation extérieure, soit un marché de 66 millions \$, pour laquelle la dépense moyenne était relativement élevée (plus de 1 400 \$), mais qui n'est effectuée que par un faible pourcentage de ménages. C'est d'ailleurs habituellement la règle en Colombie-Britannique comparativement à d'autres régions sans doute parce que le climat plus doux, du moins dans la partie sud de la province. En moyenne, les propriétaires-occupants ont engagé d'importantes sommes pour la construction de garages et d'abris d'auto, mais c'est une dépense qui a été effectuée par 1 p. 100 des ménages. À l'opposé, la dépense moyenne effectuée pour les travaux de plomberie et de peinture est peu élevée, mais cette dépense est encourue par un plus grand nombre de propriétaires. Ainsi, les travaux de plomberie sont effectués par un ménage sur trois, et la peinture, par un ménage sur six. ■

Contrats et matériaux

En 1991, la Colombie-Britannique s'est classée au deuxième rang pour la dépense totale des travaux donnés à contrat au Canada. La fréquence des dépenses dans ce secteur s'est élevée à 68 p. 100, immédiatement après l'Ontario (71 p. 100).

Il est logique de penser que le fort volume de contrats en Colombie-Britannique est un signe que les marchés de la rénovation dans cette province ont été moins assujettis aux effets de la récession et de la mise en oeuvre de la TPS qu'ailleurs au pays. Les contrats couvrent soit la main-d'oeuvre et les matériaux, ou uniquement le coût de la main-d'oeuvre engagée. La plupart du temps, lorsque les chefs de ménage achètent les matériaux séparément, ce sont pour des travaux qu'ils effectuent eux-mêmes pour lutter contre les pressions économiques. Par contre, lorsque le volume de contrats augmente, on peut y voir le renouvellement de la confiance des consommateurs.

Les contrats ont généré des volumes d'affaires qui varient d'une grande catégorie de travaux à l'autre. En voici la répartition: remplacement d'équipement et réparations et modifications, plus de 70 p. 100 du total; réparations et entretien, 65 p. 100; ajouts au

matériaux

à contrat

Source: Statistique Canada

Les travaux à contrat comptent pour 68 p. 100 du dollar de rénovation



bâtiment, 59 p. 100 et nouvelles installations, 59 p. 100 du dollar total de rénovation.

Le volume de contrats et les dépenses sont plus élevés à Vancouver

Bien que les propriétaires-occupants de Vancouver renouvellent moins souvent que leurs compatriotes du reste de la province, les résidents de Vancouver tendent à engager de plus fortes sommes par projet et à confier davantage leurs travaux à des entrepreneurs. Ces tendances sont confirmées par l'enquête de 1991 sur la réparation et la rénovation du logement, qui englobe des données sur les trois secteurs suivants: Vancouver, Victoria et le reste de la province.

Selon l'enquête de 1991, Vancouver accueille près de la moitié de tous les ménages propriétaires-occupants, soit 47 p. 100 du total provincial. En 1991, la rénovation à Vancouver est un marché de 776 millions \$, c'est-à-dire près de la moitié du total provincial également.

L'enquête a également révélé que les habitudes de dépense des ménages de Vancouver diffèrent de celles des autres propriétaires-occupants de la province. Même si pour les réparations et les réparations, la fréquence des dépenses engagées par les résidents de Vancouver est moins élevée (62 p. 100) que les autres résidents de la province (70 p. 100), la dépense moyenne y est toutefois plus élevée, soit 3 200 \$ contre 2 500 \$.

Les résidents de Vancouver ont dépensé le plus pour des travaux à contrat, soit 82 p. 100 de la dépense totale. Par contraste, cette proportion est de 71 p. 100 à Victoria et de 51 p. 100 dans le reste de la province. Force nous est de constater qu'à l'extérieur des grandes villes,

les chefs de ménage tendent plutôt à effectuer leurs travaux eux-mêmes. Le marché de la rénovation de Victoria se classe au deuxième rang de cette province. En 1991, il constitue un marché de 127 millions \$ qui implique 71 534 propriétaires-occupants. La fréquence des dépenses de rénovation se chiffre à 71 p. 100 et la dépense moyenne des ménages de Victoria s'établit à 2 492 \$.

Outre la série de publications sur les **Marchés de la rénovation**, le Centre d'analyse de marché de la SCHL produit les rapports trimestriels suivants:

- Marchés de l'habitation canadiens (N° de catalogue : NH12-7F) Abonnement annuel : 44 \$
- Tendances du marché hypothécaire (N° de catalogue : NH12-8F) Abonnement annuel : 44 \$
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Le réseau d'analystes de marché et d'économistes du Centre d'analyse de marché publie un large éventail de publications qui examinent la situation des marchés locaux du logement partout au Canada. Cette liste comprend notamment :

- Prévisions du marché de la vente résidentielle
- Rapport sur les marchés locaux du logement

Ces publications vous sont offertes gratuitement; communiquez avec l'analyste de marché du bureau de la SCHL de votre localité. L'adresse de votre annuaire de téléphone.

Rénovation chez les propriétaires-occupants

Résultats de l'enquête de 1991

La Colombie-Britannique dépense davantage

Par rapport à 1990, les ménages de cette province ont dépensé presque 10 p. 100 de plus pour des rénovations, ce qui fait de cette région la seule province canadienne à augmenter son chiffre d'affaires en 1991. Selon les résultats de l'enquête menée en 1991, dernière année pour laquelle des chiffres détaillés sont disponibles, les rénovations et réparations de la Colombie-Britannique constituent un marché de 1,56 milliard \$ en 1991, soit un bond de 9,6 p. 100 sur l'année précédente. En 1991, la facture totale de rénovation (2,04 milliards \$) se répartit comme suit: 75 p. 100 chez les propriétaires-occupants et 25 p. 100 chez les propriétaires-bailleurs.

Par rapport à l'ensemble des propriétaires-occupants, 67,8 p. 100 ou 569 000 chefs de ménages ont engagé des dépenses de rénovation en 1991. Cette fréquence des dépenses représente néanmoins une baisse considérable sur l'année précédente où 72,5 p. 100 des propriétaires-occupants ont déclaré une dépense de rénovation. Cependant, le chiffre d'affaires est resté à peu près le même puisque le nombre de propriétaires a augmenté. La dépense moyenne s'est élevée à 2 736 \$, une augmentation appréciable de 11,5 p. 100.

Dans le graphique circulaire de cette page, le large éventail

La rénovation dans les grands centres urbains — Colombie-Britannique

Nombre estimatif de ménages occupants	Globales en millions	Proportion en contrats (%)	Dépenses		Ménages déclarant une dépense
			Pourcentage	Dépense moyenne (\$)	
TOTAL	839 250	1 556	68	2 736	2 371
Vancouver	393 213	776	82	3 202	2 492
Victoria	71 534	127	71	62	71
Reste de la province	374 503	653	51	74	2 371

d'activités de rénovation chez les propriétaires-occupants se regroupent en cinq grandes catégories de dépenses. (Pour une description détaillée de chaque catégorie, se reporter aux Sources d'information de la page 5.)

Au premier rang, on trouve les travaux de rénovation et de modification qui accaparent 43,6 p. 100 du dollar de rénovation chez les ménages propriétaires. Cette catégorie de travaux constitue un marché de 679 millions \$ en 1991. Selon les résultats de l'enquête, une dépense moyenne de 3 909 \$ a été encourue par 20,7 p. 100 des ménages de la Colombie-Britannique. Il s'agit d'un bond spectaculaire, une augmentation de 48 p. 100 sur 1990. En 1991, l'excellente tenue du marché de la

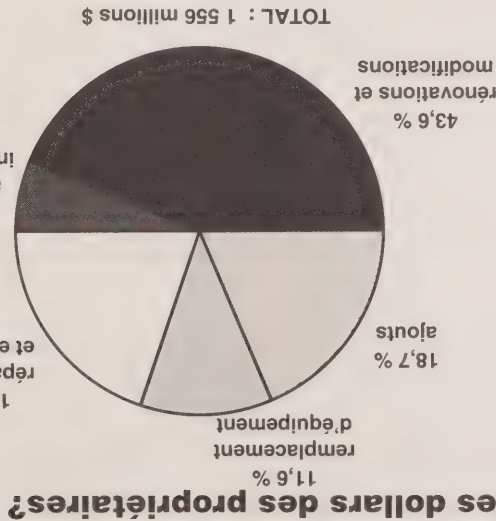
rénovation, dans son ensemble, est grandement attribuable aux sommes engagées dans cette catégorie, et

notamment pour les travaux de rénovation intérieure. Nul doute que les ménages propriétaires ont entrepris des travaux de rénovation de plus grande envergure, parce qu'ils étaient rassurés par l'essor du marché de la vente et par l'augmentation soutenue du prix des propriétés immobilières.

La deuxième catégorie en importance, celle des travaux de réparation et d'entretien, constitue un marché de 197 millions \$, soit 19,8 p. 100 de la dépense totale de rénovation. C'est une dépense qui a été encourue par plus de la moitié des ménages propriétaires (53,2 p. 100), et la dépense moyenne s'est élevée à 692 \$. Toutefois, il s'agit d'un recul de 4,3 p. 100 sur 1990.

Viennent ensuite les ajouts au bâtiment qui représentent un marché de 291 millions \$ ou 18,7 p. 100 du total des dépenses. Les dépenses engagées dans cette catégorie de travaux ont aussi été amputées de 18,9 p. 100 par rapport à l'année précédente.

Les deux autres marchés sont le remplacement d'équipement (en



Source : Statistique Canada.



La vigueur du marché de la rénovation se maintient en 1994

En 1994, le marché de la rénovation devrait être aussi dynamique que cette année poursuivant une reprise amorcée depuis le début des années 1990.

La dépense totale de rénovation et de réparation prévue pour 1994 s'élève à 2,3 milliards \$, soit une augmentation de 4,5 p. 100 par rapport au niveau estimatif de 1993.

En outre, la nouvelle construction devrait suivre de près la rénovation avec une augmentation de près de 4 p. 100 pour un total de 4,9 milliards \$.

La perspective encourageante du marché de la rénovation s'inspire de l'excellente tenue tant des marchés du neuf que de l'existant. À 93 600 logements, les ventes de maisons existantes ont atteint un sommet en 1992 et, malgré un léger recul en 1993, elles devraient progresser en 1994. La nouvelle construction, avec un record de 43 100 mises en chantier en 1993, devrait poursuivre son ascension rapide en 1994. Une telle activité tend à stimuler le secteur de la rénovation, les propriétaires-occupants se hâtant de mettre la dernière touche à leur nouvelle propriété ou de préparer leur maison en vue de la mettre sur la marché.

Le dynamisme du marché résidentiel est attribuable au taux élevé d'immigration et à une expansion économique solide alimentée par la

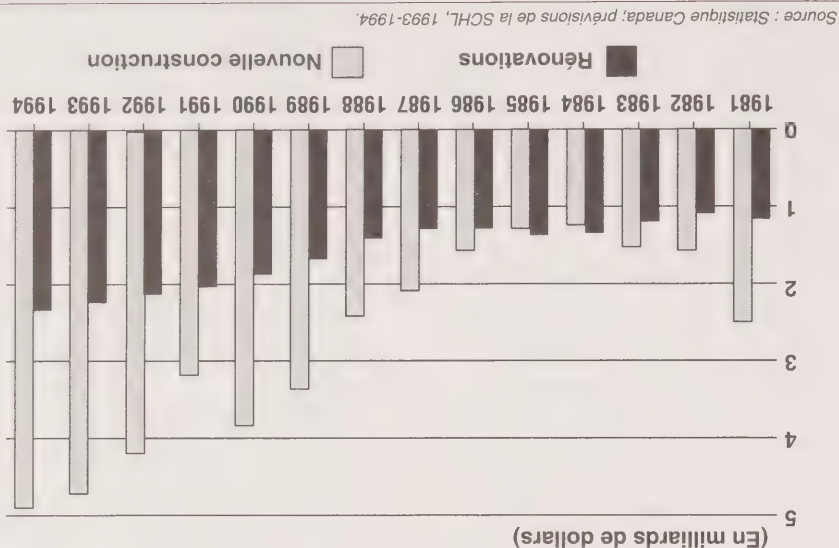
demande en produits exportés par la province.

La hausse du prix des maisons réjouit également les entreprises de rénovation. Les propriétaires-occupants et les propriétaires-baillleurs se sentent encouragés à engager de plus fortes sommes dans la rénovation puisqu'ils pourront récupérer leurs investissements.

En 1992 et 1993, les prix sont montés en flèche en raison d'une forte demande de logements combinée à une pénurie de terrains viables. Le prix des maisons neuves a augmenté de près de

10 p. 100 chaque année, tandis que celui des maisons existantes a bondi de presque 13 p. 100 par année. Contrairement aux autres régions du pays, la Colombie-Britannique affiche une dépense de rénovation de plus en plus forte depuis le début des années 1990. La dépense totale s'est accrue de 8,4 p. 100 en 1991, de 4,6 p. 100 en 1992, et de 5,1 p. 100 en 1993, selon nos estimations. En 1994, c'est dans cette province qu'on trouvera la plus forte augmentation des dépenses de rénovation au pays. ■

La rénovation, un marché de 2,3 milliards \$ en 1994



Source : Statistique Canada; prévisions de la SCHL, 1993-1994.



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BRITISH COLUMBIA RENOVATION MARKETS

CMHC Market Analysis Centre

1993

\$15

Steady increase in renovation spending

Homeowners and landlords in British Columbia spent \$1.9 billion on renovation in 1991. This compares with \$3.2 billion spent on construction of new homes.

Total residential construction spending in 1991 was \$5.6 billion. This includes \$557 million spent on acquisition costs, covering such items as architect and legal fees, land development costs and taxes.

Renovation spending has increased every year in B.C. since 1986. Even in 1991, when expenditures on new construction dropped 19 per cent, renovation spending increased by 2 per cent. Renovation spending tends to be less volatile and cyclical than that for new construction. It does not rise as quickly during periods of expansion, nor does it fall as rapidly, if at all, during downturns. As a result, its share of residential construction spending has been as high as 52 per cent, in 1984 and 1985, and as low as 33 per cent, in 1990, one of the better years for the new market.

The percentage of renovation spending compared with new construction spending is lower in B.C. than in any other province. In 1991, for Canada as a whole, 52.3 per cent of expenditures

were for renovations, compared with only 37.2 per cent in B.C. The difference is mainly due to housing stock in B.C. being much newer than that of the rest of Canada.

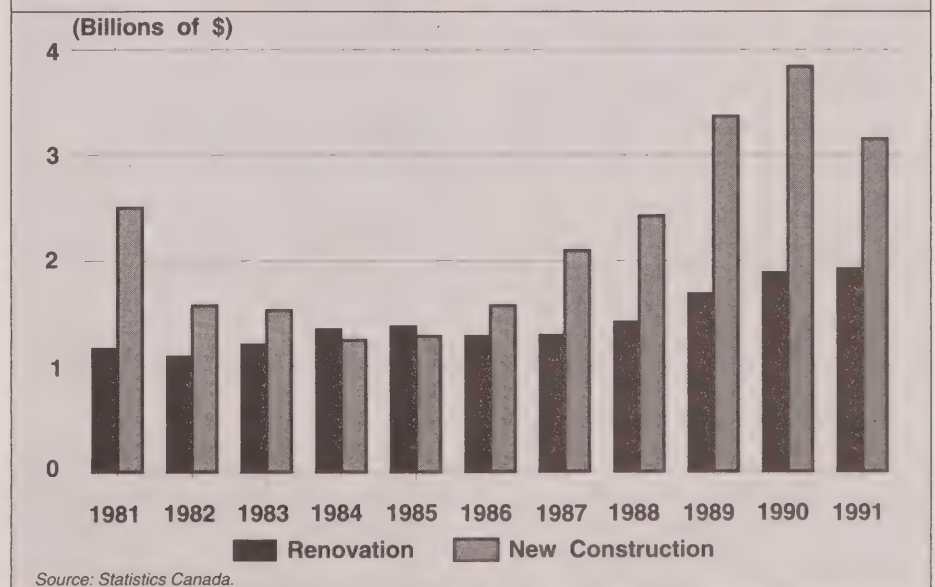
Current trend positive

British Columbia was one of only three provinces to see steady growth in renovation spending during 1990 and 1991. As the recession battered most other provinces, B.C.'s stronger

economy helped to keep renovation spending from dropping.

1992 will probably see another substantial increase in renovation. Building permits issued for improvements were up 16 per cent for the first half of 1992. While these do not cover all renovation expenditures, they give a good indication of renovation activity. With a stronger economy forecast for 1993, renovation should continue to grow throughout next year. ■

Renovation spending reached \$1.9 billion in 1991



Homeowner renovation

Almost three-quarters of homeowners renovated in 1990

In 1990, the last year for which detailed information is available, homeowners in British Columbia spent \$1.4 billion on renovating their homes, or about 75 per cent of total renovation spending. The other 25 per cent, or \$500 million, was spent by landlords improving rental properties.

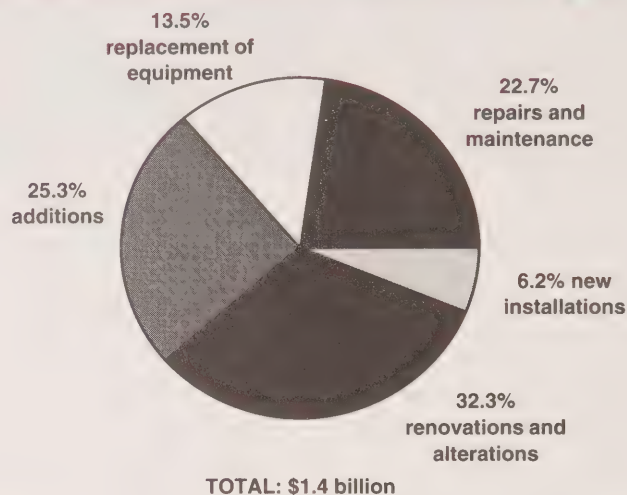
Seventy-three per cent of all B.C. homeowners spent money renovating in 1990, with 42 per cent spending on contract jobs and 55 per cent spending on materials.

There are five major groupings of renovation work defined by Statistics Canada. The largest is renovations and alterations, on which B.C. homeowners spent \$458 million in 1990. Of this, \$299 million was spent on contract jobs and \$159 million on materials. Nineteen per cent of homeowners spent on this type of work.

The next largest grouping of expenditures was for structural additions, with \$359 million spent. Two hundred and thirty-eight million dollars of this was for contract work, with an average job cost of \$4,135. For those who purchased materials only, the average cost was \$1,232, for a total of \$121 million. Seventeen per cent of households had additions in 1990.

The third largest category of work was for repairs and maintenance. More homeowners do repairs or maintenance on their homes than any other type of renovation. Fifty-eight per cent of homeowners did some repair

Where the homeowner renovation dollar goes



Source: Statistics Canada.

or maintenance work in 1990. The average expenditure is low, however, at \$649 per job. In this category of work, the majority of homeowners do it themselves. Forty-four per cent of homeowners bought only materials, while 25 per cent contracted work. Total expenditure for this group was \$323 million in 1990.

Replacement of equipment accounted for \$192 million, with 22 per cent of homeowners spending on this. Most of this (\$136 million) is spent on contract work; the average expenditure is \$1,055. Spending on new installations is the smallest of the categories, with \$88 spent in 1990. Only 10 per cent of homeowners spend on installations.

Vancouver renovation almost half of provincial total

Of the \$1.4 billion spent by homeowners, \$632 million was

(continued on next page)

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Contract and materials

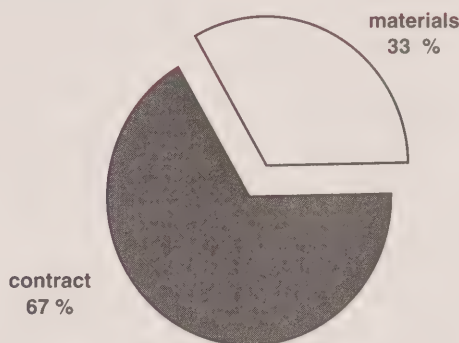
Contract work accounted for 67 per cent of renovation spending by homeowners in British Columbia. This contract work covers both labour and materials, or the hiring of labour only. The remaining 33 per cent was spent on materials purchased separately by homeowners, most often for do-it-yourself work.

The percentage spending for contract work varies only slightly across the major types of renovation activity. It ranges from 65 per cent for renovations and alterations to 71 per cent for replacement of equipment. This is in contrast with other regions of the country, where the distribution tends to be more variable, reflecting the relative ease

of do-it-yourself work for the respective activities. The percentage of contract work stands at 66 per cent for repairs and maintenance and for additions, and at 69 per cent for new installations.

The share of contracted work is close to the national average of 68 per cent. This share ranges from 58 to 72 per cent in other regions of the country. ■

Contract work receives 67 per cent of the renovation dollar



Source: Statistics Canada

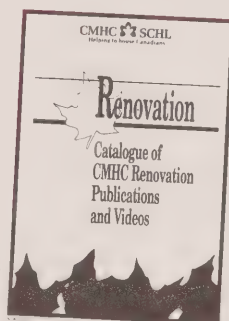
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(continued from page 2)

spent by Vancouverites and \$147 million by those living in Victoria. The other \$621 million, or 44 per cent, was spent by homeowners in smaller cities and rural areas.

Sixty-nine per cent of Vancouver homeowners spent on either repairs or renovations in 1990. Forty-eight per cent spent on materials, for a total of \$182 million, while 41 per cent spent on contract jobs, for a total of \$450 million.

In Victoria, 76 per cent of homeowners spent money on renovations. Fifty-five per cent of total homeowners spent on materials, for \$41 million, while 58 per cent contracted jobs, for a total of \$107 million. ■

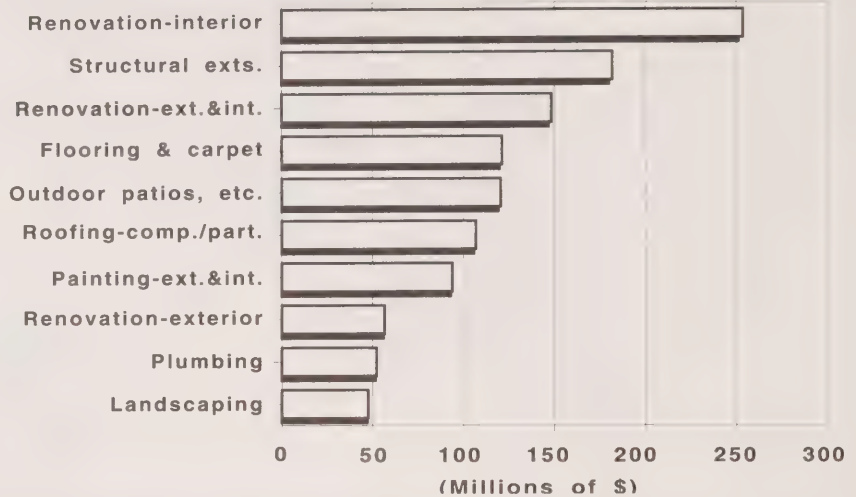
Major homeowner repair and renovation jobs

The five categories of homeowner renovations can be broken down into 21 major jobs. Information on these is limited in detail, although the largest types of work, the frequency of work and the average amount spent by households reporting expenditures is available.

The top three renovation jobs are all broad types of renovation for which no further detail is available. These are renovations, interior only, structural extensions, and renovation, both interior and exterior. These together accounted for \$583 million. Interior renovation includes such projects as kitchen or bathroom remodelling. Structural extensions covers jobs such as adding a room, while renovations, both exterior and interior, includes window and door replacements. The percentage of households spending on this type of work is low, but the average expenditure is high.

The next three categories also account for over \$100 million each in spending. These include hard surface flooring and carpeting, a group of outdoor jobs (patios, fences, driveways and swimming pools) and roofing. The average job for each of these costs over \$1,000. Painting is also close to \$100 million, with the average cost being very low but the number of households spending on such work being high.

Top ten renovation jobs in 1990



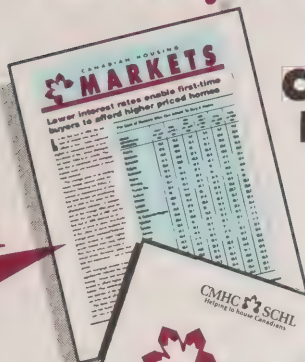
Source: Statistics Canada, 1990 Homeowner Repair and Renovation Survey.

Four other categories have spending of approximately \$50 million each. These include renovation exterior only, plumbing, landscaping, and heating and air conditioning. There are few homeowners who spend on exterior renovation and landscaping, but the average expenditure is high. For plumbing, heating and air conditioning, the percentage of homeowners spending is higher, but the average expenditure is lower (under \$600).

The other categories account for approximately 13 per cent of total renovation spending. Either there are few homeowners spending on these jobs or the amount spent is low, or both. ■

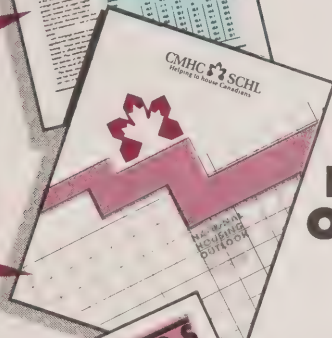
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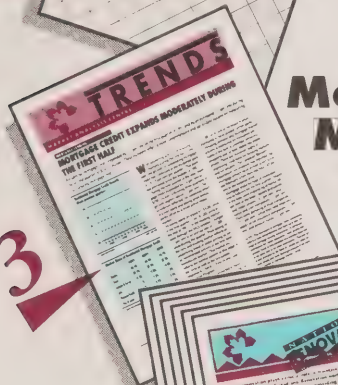
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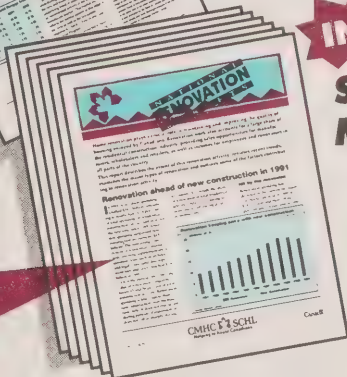
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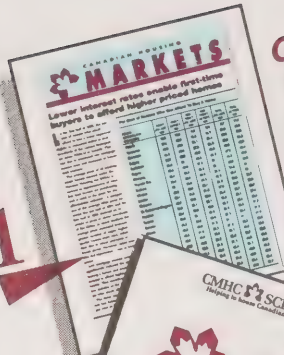
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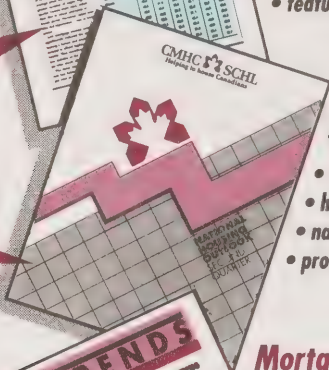
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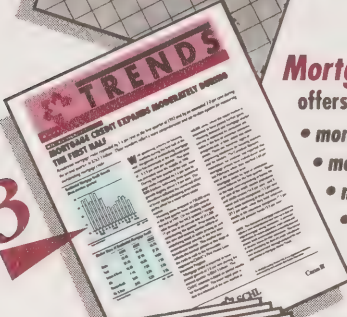
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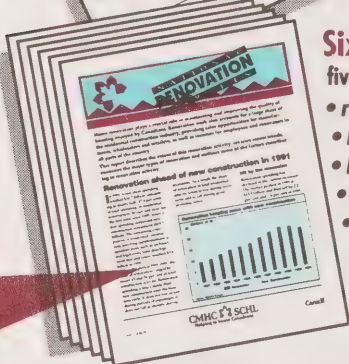


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Ranking by market size — British Columbia

Rank		Aggregate expenditure Millions (\$)	Homeowner households reporting spending Percentage (%)*	Average spent (\$)
1	Renovation — interior only	253.5	11.8	2,686
2	Structural extensions	181.8	7.1	3,227
3	Renovation — both exterior and interior	148.4	3.5	5,272
4	Hard surface flooring and carpeting**	121.2	10.3	1,471
5	Outdoor patios, fences, driveways and swimming pools**	120.5	13.4	1,130
6	Roofing complete or partial**	106.9	8.8	1,515
7	Painting — exterior and interior	93.9	37.9	311
8	Renovation — exterior only	56.6	5.3	1,349
9	Plumbing**	52.2	18.4	355
10	Landscaping	47.5	7.3	815
11	Heating and air conditioning	45.1	10.3	547
12	Built-in appliances**	36.7	4.3	1,056
13	Garages and carports	31.7	1.4	2,876
14	Other new installations and replacement**	31.2	4.0	979
15	Electrical systems**	27.6	9.5	362
16	Wallpapering	19.1	12.5	192
17	Other repairs and maintenance	16.2	3.0	677
18	Other interior walls and ceilings	12.6	5.6	283
19	Exterior walls	8.2	6.9	148
20	Carpentry (including wooden floors)	7.5	1.9	506
21	Caulking and weather stripping	2.0	5.4	46

* In 1990, there were an estimated 798,090 homeowner households in British Columbia.

** Indicates aggregated categories.

Sources: Statistics Canada, CMHC.

INFORMATION SOURCES and DEFINITIONS

Information for this report originates mainly from various publications produced by Statistics Canada and special tabulations requested by CMHC.

In addition to the Homeowner Repair and Renovation Expenditure Survey described below, the data sources include construction statistics, building permits, wholesaler sales and national income and expenditure accounts.

The Homeowner Repair and Renovation Expenditure Survey provides detailed information on the spending characteristics of homeowners. The latest survey available, conducted in the spring of 1991, asked more than 30,000 homeowners about their renovation spending in 1990. The main results of this survey are published in Homeowner Repair and Renovation Expenditure in Canada — 1990 (Catalogue No. 62-201).

The survey asks homeowners about their spending on contract

or materials for renovation for the previous year. It identifies 34 types of repair and renovation activities which are grouped under five major headings: renovations and alterations; structural additions; repairs and maintenance; replacement of equipment; and new installations.

Repairs and Maintenance:

Expenditures made on an existing structure or piece of equipment to keep it in good working condition and appearance so as to maintain it in "as new" a condition as possible.

Replacement of Equipment:

Installation of equipment that replaces an existing unit. Includes upgrading to a superior quality of equipment and conversion from one type of unit to another (such as replacing an electric hot water heater with a gas fuelled unit).

Additions:

Structural extensions or additions to the property (such as rooms, decks, garages, carports, garden sheds etc.), inground swimming pools, fences, patios, driveways, and major landscaping.

Renovations and Alterations:

Work done that was intended to upgrade the property, rearrange the interior space, modernise existing facilities. Includes jobs such as remodelling rooms, adding or replacing doors and windows, renovating exterior walls, upgrading insulation and adding eavestroughing.

New Installations:

The installation of equipment that did not previously exist on the property, or that was installed in addition to the equipment on the property.

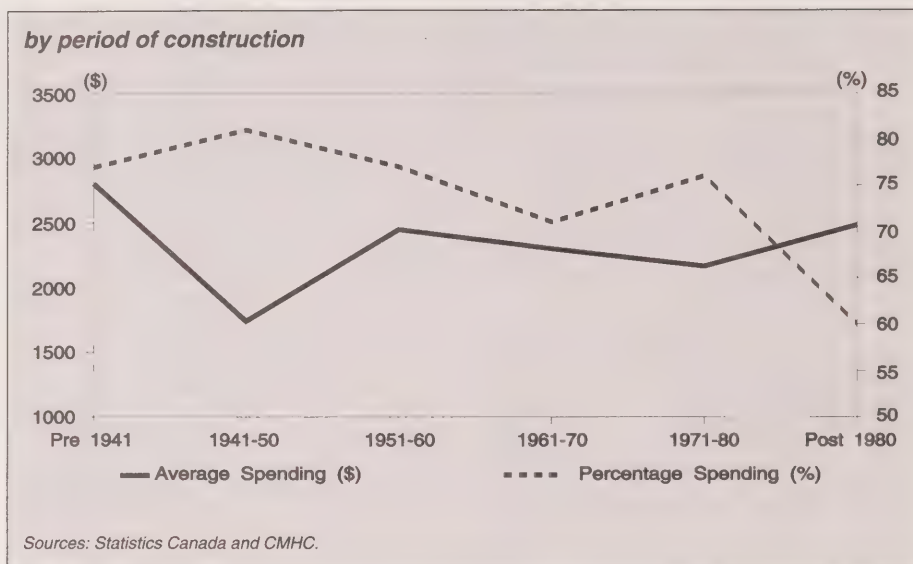
Homeowner profiles ...

The following graphs show how the amount spent on renovations and the number of homeowners who spend on renovations are influenced by the age of construction of the home, the year the household moved, the income of the household, the age of the household head and the value of the home.

Most money spent on homes built in the 1970s

Thirty-one per cent of renovation spending in British Columbia, or \$404 million, is on homes built in the 1970s. Spending is greatest on homes built 10 to 20 years ago in every region of Canada except Ontario, where the largest amount is spent on homes over 50 years old.

Average spending in British Columbia tends to rise with the age of the dwelling, as does the percentage of homeowners spending on renovations. Homes built in the 1970s have the most spent on them. This reflects the fact that more homes (31 per cent of all B.C. homes) were built in



this time period than in any other. ■

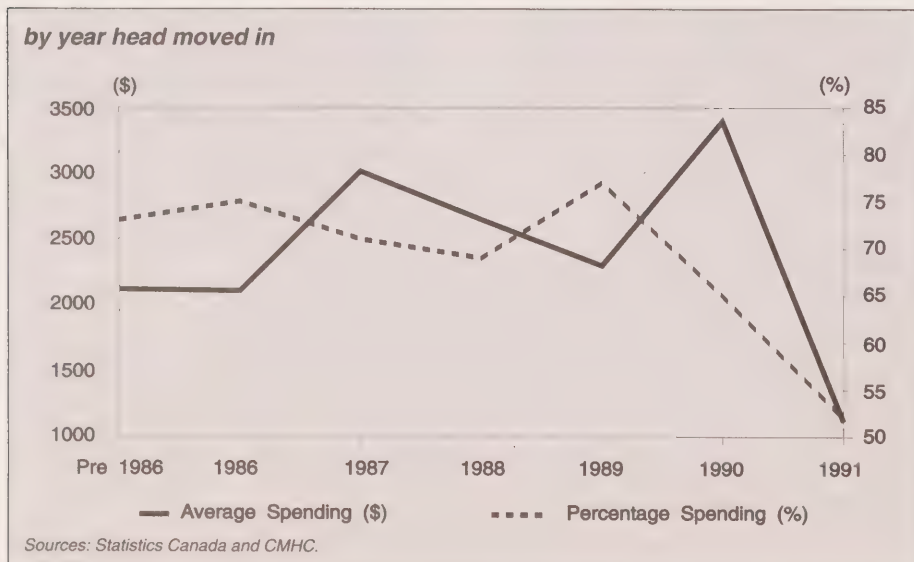
Recent movers spend more on average

Homeowners who have moved into their homes recently spend slightly more, on average than those who have been in their homes for several years. The average amount spent varies from approximately

\$2,100 for those who moved in or before 1986 to \$3,398 for those who moved in 1990.

While recent movers spend more on average, homeowners who have been in their homes for a number of years are the

largest renovation market in B.C., because they are the largest group of homeowners. Fifty-five per cent, or \$718 million, of total expenditures were spent by households who had lived in their homes for over six years. The percentage of homeowners who renovate their homes is slightly higher for those who moved in or before 1986, at around 75 per cent. This compares with 65 per cent of homeowners who moved in 1990 and only 52 per cent of those who moved in 1991. The price of homes may be partly responsible for this, as recent home buyers, faced with the high carrying costs of a home, may not have sufficient funds to invest in renovations. ■



Homeowner profiles . . .

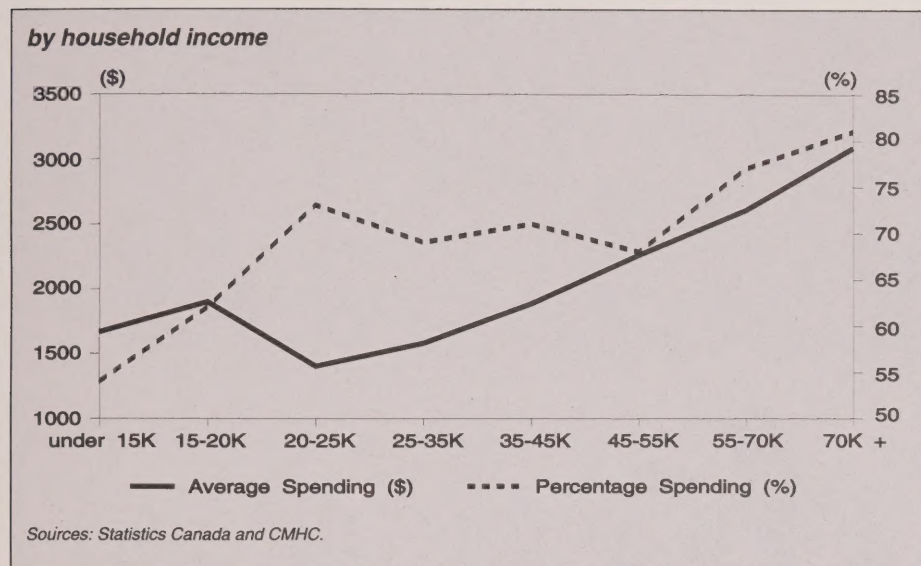
Spending rises with income

The pattern of spending related to income is the same across all regions. The higher the income, the more is spent on

renovation. Not only does the percentage of homeowners renovating rise with income, but

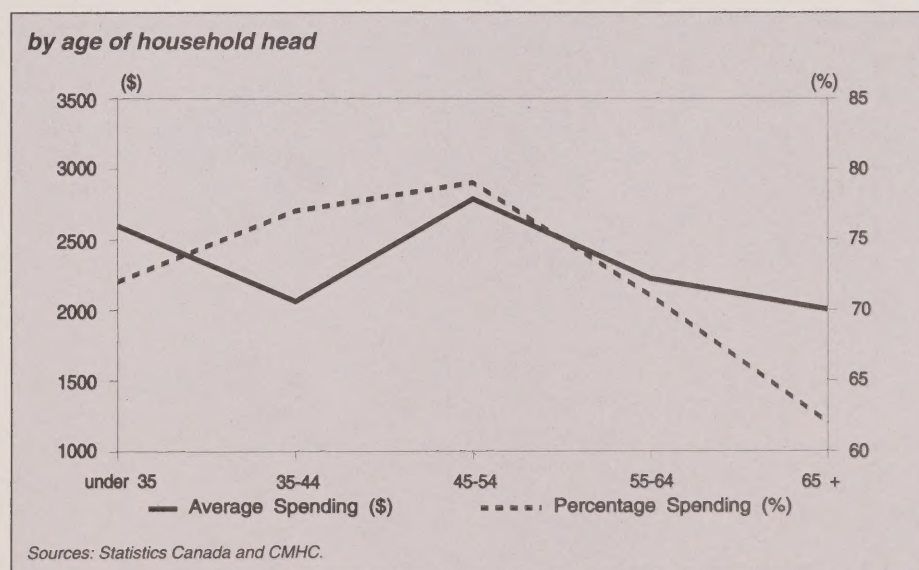
the average amount spent also increases.

Eighty per cent of households with an income of over \$70,000 spent money to renovate their homes, spending, on average, \$3,087. This group of homeowners accounted for 37 per cent of total renovation expenditures. Those with an income between \$55,000 and \$70,000 accounted for 20 per cent of spending. ■



Spending is highest for ages 45 to 54

Contrary to every other region, where spending is highest for baby boomers aged 35 to 44, spending in British Columbia is highest for those aged 45 to 54, accounting for 27 per cent of total expenditures. Both the average amount spent, at \$2,783, and the proportion of homeowners spending, at 79 per cent, is highest for this group. The next largest group of spenders is the baby boomers, who accounted for 22 per cent of total renovation spending. ■

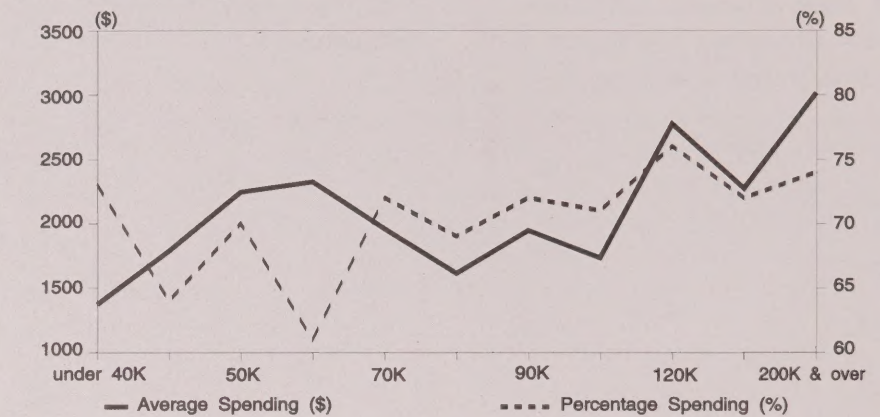


Spending increases with value of dwelling

Not surprisingly, the total amount of money spent on renovations increases steadily with the value of the home. This is mainly because there are more homes valued in the higher price ranges than in the lower. The percentage of homeowners who spend on renovation is not significantly different for homes valued from \$70,000 than it is for those over \$200,000. The average spent does not vary substantially but tends to rise with the value of the house, reaching \$3,013 for homes valued at over \$200,000.

Income, along with the value of the home, has the closest relation to spending on renovations. ■

by value of dwelling



Sources: Statistics Canada and CMHC.

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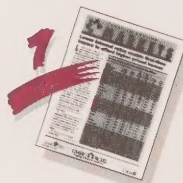
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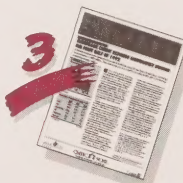
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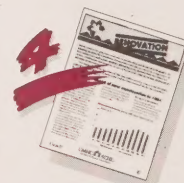
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